

**KING Television  
Seattle  
July 1, 2007 through September 30, 2007**

**Quarterly Programming Providing the  
Most Significant Treatment of Community  
Issues**

## 1. EDUCATION

A study shows that drug use in schools since 2002 has increased from 44 percent to 61 percent in high schools and from 10 percent to 31 percent in middle schools.

## 2. TRANSPORTATION/GROWTH

## 3. SENIOR CITIZENS

## 4. DIVERSITY-MULTI-CULTURISM

## 5. HEALTH

KING 5 News at 5:00PM, 7/1/07, 1:47

The F-D-A now requires several A-D-H-D drugs to carry warning labels about risks for heart and behavioral problems.

KING 5 News at 5:00PM, 7/2/07, 1:32

A study in the Annals of Internal Medicine have found that diet programs that had greater calorie restrictions and more frequent meetings with nurses, doctors or dieticians and programs that had a stronger exercise component achieved greater

weight losses than the programs that were less intensive.

KING 5 Morning News on KONG, 7/03/07, 2:00  
Dieticians say that people should consume between five and thirteen portions of fruits and vegetables every day.

KING 5 News at 5:00PM, 7/03/07, 1:38  
If you're concerned about high blood pressure, you may want to add dark chocolate to your diet. A new study suggests that eating daily, small amounts of dark chocolate can help lower some people's blood pressure.

KING 5 Morning News, 7/04/07, 1:40  
For those with food allergies there are new safe snacks on the market. Several companies have come out with allergen-free treats, made in special kitchens and bakeries that don't use many of the common culprits such as tree nuts, milk and eggs, some are even gluten free. That means there's no chance of cross contamination.

KING 5 News at 5:00PM, 7/06/07, 1:29  
Recommendations for men taking dietary supplements should consider palmetto and lycopene for the heart and flaxseed spread on your food may help protect against heart disease and cancer and may even slow down hair loss.

KING 5 News at 5:00PM, 7/07/07, 1:26  
Your golf swing can tell a lot about your fitness level. Short drives indicate poor flexibility in your lower body and can lead to mobility issues when you get older. If you can't get the ball to go where you want that signals upper body issues and could be a looming sign of poor posture and pending arthritis.

KING 5 News at 5:00PM, 7/09/07, 1:36

A new stem cell treatment for urinary incontinence starts by taking a small biopsy of muscle cells from the patient's leg. That sample is sent to a lab where researchers isolate and grow stem cells. A few weeks later, the stem cells are injected into muscles around the urethra. The idea is strengthening the muscles will prevent leakage.

KING 5 News at 5:00PM, 7/10/07, 1:56

Osteoporosis is a common problem among women as they get older, but men need to know more about this disease as well. A study of six thousand men started seven years ago and it is believed it will answer a lot of questions. In the meantime men should use the same strategies that prevent bone damage in women.

KING 5 News at 5:00PM, 7/11/07, 1:46

Bone cancer is rare with just under 3,000 cases diagnosed each year but most of those cases are children who run the risk of losing function in an arm or leg. A new surgery allows bones from one part of the body to be moved to another, connecting bone, blood vessels and most importantly, the growth plate.

KING 5 News at 5:00PM, 7/12/07, 1:52

Until recently gums defects have been impossible to reconstruct. Now doctors can take a mold of the patient's mouth, then bake the mold to attach the ceramic gums. It's painstaking work to get the coloring, texture and tints just right. But doctors can even add a shine to the gums to make them look wet.

KING 5 News at 5:00PM, 7/13/07, 1:45

Preeclampsia affects up to 300,000 women in the United States every year. It is characterized by high blood pressure in expectant women as well as protein

in their urine, both of which can seriously hurt them and their unborn babies. A new drug is being tested that allows the mother to get a treatment of steroids just before delivery that lowers the baby's risk of a stroke, lung disease and even death.

Morning KING 5 News, 7/14/07, 2:10

A new report from the Centers for Disease Control and Prevention reveals twenty eight percent of children aged two to five years have tooth decay.

KING 5 News at 5:00PM, 7/14/07, 1:42

Five million Americans have Alzheimer's disease. Nine new drugs in the final testing stage have been found to stop, and in some cases, reverse this devastation disease.

KING 5 News at 5:00PM, 7/15/07, 1:26

Studies show that women are 3 to 5 times more likely to tear their A-C-L than their male counterparts a result of differences in muscular function and anatomy.

KING 5 News at 5:00PM, 7/16/07, 1:10

One of the symptoms characterized by Parkinson's disease is tremors and shuffled walking. Now a study is underway to see whether specially designed goggles can help patients walk better.

KING 5 News at 5:00PM, 7/17/07, 1:25

Some breast cancer experts believe that regular exercise and eating five servings of fruits and vegetables a day could help prevent cancer from coming back. Researchers wondered if more of a good thing would be even better, the answer is no.

KING 5 News at 5:00PM, 7/18/07, 1:25

New research out to day in the New England Journal of Medicine finds a genetic link for people suffering from restless leg syndrome.

KING 5 News at 5:00PM, 7/19/07, 1:25

A new treatment for men balding is reminiscent of the "laser comb", a consumer sensation despite a huge price tag and some drawbacks. A new machine is about 10 times more powerful than the comb. The initial treatment costs around four-thousand dollars. After about a year, booster sessions are recommended every three months.

KING 5 News at 5:00PM, 7/20/07, 1:48

Doctors warn that poor posture can lead to serious health problems. Now there are new summer shoes that promise to help you stop slouching and are well worth the investment.

Morning KING 5 News, 7/21/07, 2:30

A survey by local researchers shows fifteen percent of naturopaths in Washington State provide regular primary care for children. But remember their limitations and see a specialist if necessary.

KING 5 News at 5:00PM, 7/22/07, 1:41

Stress can cause additional wear on teeth. One way to alleviate the problem is having your dentist fit porcelain veneers on the damaged teeth.

KING 5 News at 5:00PM, 7/23/07, 1:20

Researchers have found a link that even calorie-free-diet-soda is bad for your heart.

KING 5 News at 5:00PM, 7/24/07, 1:10

A new study finds that men can protect themselves from the deadliest form of prostate cancer just by adding broccoli to their diet.

AM KING 5 News at KONG, 7/25/07, 2:00

Seattle's Washington Mutual building is installing automated external defibrillators in every one of its 42 floors. They're the machines that can deliver a

shock to get somebody's stopped heart...started again.

KING 5 News at 5:00PM, 7/26/07, 1:36

Prominent researchers around the country have discovered two hormones released while you sleep regulate your hunger and control your appetite after you wake up.

KING 5 News at 5:00PM, 7/27/07, 1:27

To relieve itching from bug bites eat a banana, the potassium will help reduce the itching and the inside of the banana peels makes a soothing rub.

Morning KING 5 News, 7/28/07, 2:20

If your child gets sunburned this summer, it could lead to skin cancer 20 years from now. Choose a sunscreen that filters out U-V-A and U-V-B rays. And recognize the two types of sunscreen. Some use chemicals to absorb the sun's rays. Others reflect the sun, in effect providing a physical barrier. To find this type look for zinc oxide and titanium dioxide as ingredients.

KING 5 News at 5:00PM, 7/28/07, 1:26

A study from the Centers for Disease Control found antidepressants are the most prescribed drugs in the United States. Doctors say patients should get complete physicals to rule out any other medical problems before starting antidepressants.

KING 5 News at 5:00PM, 7/30/07, 1:36

Doctors have learned that gastric bypass surgery has unexpected health benefits for diabetics in addition to weight loss. A third of the patients on medications for insulin are off those medications, in addition about 76 percent of those patients being treated for diabetes are off those medicines after 6 months.

KING 5 News at 5:00PM, 7/31/07, 1:52

One of the most common summer problems are cracked heels, to avoid this alternate your footwear and focus on prevention.

KING 5 News at 5:00PM, 8/01/07, 1:31

Scientists have been able to jump-start the brain of a traumatic brain injured patient who's been in a coma for six years. This development could someday change the fate of hundreds of thousands of people with brain injuries.

KING 5 News at 5:00PM, 8/02/07, 1:48

Cancer patients can only receive so much radiation before that option runs out. That's because the risk to surrounding health tissue is just too great. Now thanks to more precise delivery systems that's changing. One such system is called tomotherapy.

KING 5 News at 5:00PM, 8/03/07, 1:39

An experimental drug for MS called RTL1000 is showing great promise when used to treat mice. Scientists were able to see a very rapid reversal of the paralysis and the mice went from quite paralyzed to almost no symptoms.

Morning KING 5 News, 8/04/07, 2:30

A major study that tracked diabetes rates in children found 3,700 kids ages 10 and up are newly diagnosed with type 2 each year. The disease was considered non-existent in children a generation ago.

KING 5 News at 5:00PM, 8/05/07, 1:44

Researchers have discovered a cold-like germ linked to obesity. Viruses called AD-36 and AD-37, frequently the cause of colds in people, have in several early studies been found to trigger obesity in animals.



KING 5 News at 5:00PM, 8/06/07, 1:08

If you find your memory is slipping, remember your morning coffee. A growing body of research suggests the morning booster can help protect the aging brain.

KING 5 News at 5:00PM, 8/07/07, 1:39

Several foods you eat could affect your ability to stop smoking. A Duke University study found milk, cheese, yogurt, water, fruits and vegetables worsened the taste of cigarettes, while alcohol, coffee, soda and meat made the smokers enjoy the taste.

KING 5 News at 5:00PM, 8/08/07, 1:36

Researchers are looking for 50 thousand women whose sisters have had breast cancer. The study is looking at genetic and environmental factors. Women in the sister study will take part in a phone interview and they will need to provide blood and urine samples, nail clippings and a sample of dust in their house. The study with last 10 years but could provide important clues.

KING 5 News at 5:00PM, 8/09/07, 1:45

Many women suffer from hair loss. There are three ways to improve this condition. The newest is a laser treatment. The light energy stimulates cells and causes hair to grow. Rogaine is another option, the two percent solution is F DA approved for women. The last is a hair transplant.

KING 5 News at 5:00PM, 8/10/07, 1:29

Lots of hospitals use pet therapy but new research shows that trained dogs can do much more than boost patient morale. They can help stroke patients walk again. Patients walked up to 33 percent faster and 35 percent faster than with human therapists.

Morning KING 5 News, 8/11/07, 2:00

The battle against childhood tooth decay is moving to the doctor's office. A local program is aimed at catching kids before they're likely to see a dentist by allowing the doctor to apply fluoride treatments.

KING 5 News at 5:00PM, 8/11/07, 1:45

Severe pain in the leg may be a sign of peripheral arterial disease, or P A D, that may be an early sign of impending heart attack or stroke. Just as the blood flow in a heart attack patient is cut off by plaque, in P A D, blood flow throughout the body can be cut off.

KING 5 News at 5:00PM, 8/13/07, 1:30

The American Optometric Association recommends eye exams every two years, and annually after the age of 60. But the majority of people don't go. The eye is a key to overall health and may potentially life threatening illnesses can be detected.

KING 5 News at 5:00PM, 8/14/07, 1:43

Stage three colon cancer patients who consume high amounts of red meats and fats are about three times more likely to have recurrent cancer or to die compared to patients who eat lots of fish, chicken and brown rice.

KING 5 News at 5:00PM, 8/15/07, 1:26

The lead toy recall has many parents digging through toy boxes and discarding suspected items. Doctors say casual contact isn't going to be hazardous to your child. Parents should be concerned if they go to bed with the thing, like it at nighttime, lick it in the day and are using it for two weeks in a row, that might be a problem and they should get a lead test done.

KING 5 News at 5:00PM, 8/17/07, 2:01

Gyms and community centers across the country are turning favorite children's games into a total body workout. There is a class out there for everyone.

Morning KING 5 News, 8/18/07, 2:13  
Children's Hospital in Seattle is offering a special summer camp for deaf children.

KING 5 News at 5:00PM, 8/20/07, 1:37  
Stuttering may not be a nervous condition after all. Doctors believe stuttering is partly caused by a defect in the part of the brain that controls the "timing" of speech. Those who stutter have too much dopamine in that area. In studies, the drug pagoclonine appears to boost a chemical that blocks dopamine and improves the brain's timer.

KING 5 News at 5:00PM, 8/21/07, 1:22  
We usually don't associate high blood pressure with children, but it does happen and can mean serious health problems. A new study finds that three-quarters of kids with high blood pressure haven't been diagnosed.

KING 5 News at 5:00PM, 8/22/07, 1:44  
Clinical trials do not always center on drugs. Fred Hutchinson Research Center is conducting a "feeding study" the role on the participant is to eat whatever is put on her plate or packed-up for later. Scientists will monitor "biomarkers" to better understand how food relates to cancer risk.

KING 5 News at 5:00PM, 8/23/07, 1:23  
About one in 800 kids in the U.S. suffer from a deformity known as "sunken chest". The condition can be devastating on a child's self-esteem but can also cause physical problems like breathing difficulties. Now doctors want to use magnets to help correct the problem.

KING 5 News at 5:00PM, 8/24/07, 1:14

New hope for those who have suffered a stroke or brain injury, a new cutting-edge therapy can help survivors regain their lost eye-sight without drugs or surgery. It's called nova-vision. It works by stimulating the remaining parts of the brain that are still active with the potential of rewiring the brain so function can be maintained.

Morning KING 5 News, 8/25/07, 2:15

Children suffering from excruciating headaches can be helped without drugs by learning biofeedback techniques.

KING 5 News at 5:00PM, 8/25/07, 1:30

A new weight loss drug approved by the F-D-A called Alli works by blocking lipases, the enzymes that break down fat. The body excretes about 25 percent of the fat instead of absorbing it as calories. Users take the pills with meals. The downside is about half the patients in clinical trials had loose stools or an oily discharge. Also a month's supply costs about 60 dollars.

KING 5 News at 5:00PM, 8/27/07, 1:37

If you think dentists just check for cavities, think again. A dentist can also diagnose a long list of medical problems, including acid reflux, type 2 diabetes, kidney disease, osteoporosis, oral cancer, heart disease, leukemia, bulimia and sleep apnea.

KING 5 News at 5:00PM, 8/28/07, 1:31

M-R-I and computer technology are coming together to give doctors unprecedented views of the heart – and a new, non-invasive tool for predicting heart attacks.

KING 5 News at 5:00PM, 8/29/07, 1:38

New government guidelines are out today to help asthma patients get better control of their disease. This time the emphasis has switched from treatment to prevention.

KING 5 News at 5:00PM, 8/30/07, 1:30

Brain tumor patients that have survived surgery, radiation and chemo often have to take daily steroids to reduce the swelling in their brains. A clinical trial that promises a chance to get off steroids is being conducted with H-C-R-F, the first agent in 40 years developed for brain tumor swelling.

KING 5 News at 5:00PM, 8/31/07, 2:28

A 74 year old man with MS created M. S. Helping Hands 8 years ago. Since then he has recycled nearly half a million dollars worth of used medical equipment and mobility aids for others with multiple sclerosis.

KING 5 News at 5:00PM, 8/31/07, 1:44

A University of Washington researcher has found that your zip code has a bigger influence on your risk of obesity than income or education. The doctor says the value of your house proves that obesity is more linked to socioeconomic states than previously thought.

Morning KING 5 News, 9/01/07, 1:40

Many kids are discovering yoga is a way to get fit or reduce stress.

KING 5 News at 5:00PM, 9/01/07, 1:32

Sea snail venom is a thousand times more potent than morphine and is helping chronic pain sufferers.

KING 5 News at 5:00PM, 9/02/07, 1:43

Advanced cardiomyopathy is a condition in which a heart has enlarged and can't efficiently pump the

blood through the body. The heart-net ventricular support system which conforms to the shape of the patient's heart and slips on like a sleeve to reduce the stress on the heart and prevent it from getting bigger.

KING 5 NEWS at 5:00PM, 9/03/07, 1:44

Now that school is starting children will need their sleep. Young students need ten to eleven hours a night, teens slightly less according the Academy of Sleep Medicine.

KING 5 News at 5:00PM, 9/04/07, 1:11

Scientists have found that there is such a thing a skinny gene. They now know how to manipulate a Single gene that seems to control whether you pile on the pounds or you don't.

KING 5 News at 5:00PM, 9/05/07, 1:26

Researchers are testing a photo-acoustic detection system to spot the spread of skin cancer cells. With a blood draw from a patient, they can isolate white blood cells where melanoma cells lurk. These cells have little black specks in them and these black specks will absorb laser light. If melanoma is present the laser produces a high-frequency ultrasonic pulse, humans can't hear it, so a computer does the listening.

KING 5 News at 5:00PM, 9/07/07, 1:10

Breast cancer patients have a new choice of treatments. After a lumpectomy, a balloon catheter is inserted in the affected area. A miniature x-ray tube goes into the balloon electrically generating radiation. The advantages, less radiation hits the heart and lung and the system can also be used almost anywhere instead of having patients travel to a big medical center.

Morning KING 5 News, 9/08/07, 2:10

Teenage boy loses 60 pounds by following four easy dieting steps. He cut out fast food, no eating after eight at night, no snacking between meals and cut out sweetened drinks.

KING 5 News at 5:00PM, 9/11/07, 2:14

Endometriosis occurs when the tissue lining the uterus migrates to other to other parts of the body and bleeds during the monthly cycle. Birth control pills are often prescribed to control the pain, but for some women they aren't enough. A new clinical trial study is investigating the possibilities that an injection given every three months along with a pill might provide the relief many are looking for.

KING 5 News at 5:00PM, 9/12/07, 1:09

A new study suggests that arthritis in the knees actually be a pre-cursor to lung cancer.

KING 5 News at 5:00PM, 9/13/07, 1:20

It is important for diabetics to monitor their blood sugar but is equally important to have the A-1-C blood test, done in a lab, measures how much sugar has coated blood cells over two or three months. This is a leading indicator that the diabetic may be headed for a heart attack or stroke.

KING 5 News at 5:00PM, 9/14/07, 1:30

A new study shows even college-educated consumers have a difficult time deciphering nutritional labels.

Morning KING 5 News, 9/15/07, 2:30

Nearly one in eleven children in the United States may have attention deficit hyperactivity disorder. Fewer than half of those kids are diagnosed or treated.

KING 5 News at 5:00PM, 9/15/07, 1:40

A tiny experimental band called the Wallis System is proving to be an option in back pain relief. Through a tiny incision a doctor implants a plastic block between the vertebrae in the patient's spine. A band holds it in place. When the patient moves it acts as a shock absorber taking pressure off the injured disc. The biggest benefit is that it can be removed or adjusted if needed.

Morning KING 5 News, 9/17/07, 1:45

A slew of new companies are offering a way to help people with allergies cope with dining out. They'll customize a card listing all your allergies in any language for you to hand to restaurant staff.

KING 5 News at 5:00PM, 9/17/07, 1:11

Women are not getting enough information about prescription drugs that are not safe to take if they become pregnant.

KING 5 News at 5:00PM, 9/19/07, 1:19

The CDC says the flu vaccine is being shipped to doctors and clinics right now. They expect to have more than ever this year and for the first time flu mist is approved for younger children as young as two years old. Even so, the concern is not enough people will be vaccinated.

KING 5 News at 5:00PM, 9/20/07, 1:28

Researchers are working on a blood test to detect colon cancer. There is currently no blood test to detect early-stage colon cancer. Current guidelines recommend healthy men and women get a colonoscopy starting at age 50 and every 10 years after that.

KING 5 News at 5:00PM, 9/21/07, 1:07

Doctors say there is a significant link between stress on the job and your risk of becoming obese.



There is evidence that for some people quitting might be the only solution.

KING 5 News at 5:00PM, 9/22/07, 1:50

A new artificial lung called the Novalung is keeping patients alive while they await a lung transplant. The patient's own heart pumps blood up a tube and into an oxygenator. There the blood is filled with oxygen and returned to the body.

KING 5 News at 5:00PM, 9/24/07, 1:25

Acupuncture is the best treatment for lower back pain and researchers say even when it isn't done in the traditional Chinese method it far exceed other treatments.

KING 5 News at 5:00PM, 9/25/07, 1:20

Breast cancer death rates continue to fall at the steady rate of just over two percent a year, a trend that first began in 1990. The drop in death rates was biggest among younger women and smallest among African American women.

KING 5 News at 5:00PM, 9/26/07, 1:26

A study by the CDC looked at exposure to the mercury based vaccine preservative Thimerosal during pregnancy and in the first several months of life. The many tests that were run did not find important new results that question the safety of Thimerosal.

KING 5 News at 5:00PM, 9/27/07, 1:31

Eating five to nine servings of fruits and vegetables is recommended when it comes to preventing cancer. Though this may sound like a lot the portions size is not too big for each serving to be easily accomplished.

KING 5 News at 5:00PM, 9/28/07, 2:19

A new study has found that in less than a decade there has been a forty fold increase in the number of children diagnosed with bipolar disorder. According to one doctor these children have always been there but their diagnosis was called manic depression, now it is called bipolar disorder.

KING 5 News at 5:00PM, 9/29/07, 1:42

Many hospitals across the United States are going very high tech. Just by pushing a button, anyone can contact anyone else in a matter of seconds. It's wireless and voice-activated. Cameras in the I-C-U are used to keep a close watch on patients. Specially trained nurses in a control room monitor the cameras 23-7. The system can read vital signs and warn nurses on duty if a patient is in trouble.

## 6. ENVIRONMENT/ANIMALS

KING 5 News at 5:00PM, 8/16/07, 1:33

Biologists have discovered several nests of the rare streaked-horned lark on the prairies inside Fort Lewis. Cameras have been positioned to monitor the nests to find out what is killing these birds. The culprit is the western meadowlark.

## 7. CRIME/DRUGS/DOMESTIC VIOLENCE

## 8. CHILDREN/YOUTH/FAMILIES

9. ECONOMY

10. ARTS

KING 5 Television  
PSA Report  
July - September 2007

LOCAL AGENCIES	KING #spots	KING on-air value
AIDSWalk	78	\$49,893.00
Al-Anon	17	\$1,246.00
Alcoholics Anonymous	9	\$1,410.00
Alzheimer's Disease Research	5	\$690.00
Alzheimer's Walk	52	\$27,246.00
American Diabetes Assoc.	11	\$1,453.00
American Macular Degeneration Fnd.	15	\$1,410.00
Attorney General of WA	38	\$7,946.00
Child Nutrition Foundation	18	\$5,066.00
Coalition to Prevent Deep Vein Thrombosis	9	\$2,134.00
Communities in Schools	13	\$3,099.00
Defender's of Wildlife	34	\$5,611.00
Department of Energy	37	\$9,776.00
FAS Family Resource	20	\$1,299.00
Foundation for Better Life	12	\$3,733.00
Girls & Boys Town National Hotline	28	\$4,120.00
Guide Dog Foundation for the Blind	31	\$2,931.00
Habitat for Humanity	12	\$4,384.00
HeartWalk	45	\$37,691.00
March of Dimes	6	\$526.00
Martin Luther King Jr. Memorial Project	15	\$2,005.00
NASD Foundation	9	\$182.00
Nat'l Arbor Day Foundation	6	\$931.00
Nat'l Assoc. of Broadcasters	1	\$6.00
Nat'l Inhalant Prevention Coalition	23	\$5,347.00
Nat'l Multiple Sclerosis Society	16	\$4,354.00
Nat'l Pest Management	18	\$5,057.00
Paralyzed Veterans of America	15	\$1,552.00
Partnership for Drug Free WA	52	\$14,968.00
Peace Corps	12	\$6,974.00
Pediatric Interim Care Center	8	\$1,156.00
Produce for Better Health	11	\$1,886.00
Project Roadblock	1	\$30.00
Run for Children's Hospital	51	\$33,541.00
Scholarship America	38	\$6,883.00
Seattle Art Museum	49	\$20,322.00
Securities Investor Protection Corp.	13	\$1,976.00

KING 5 Television  
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Sexual Assault Ctr of Pierce County	22	\$4,168.00
Sister to Sister	16	\$12,558.00
US Environmental Protection Agency	42	\$8,595.00
US Forest Service	6	\$2,078.00
US Marine Corps	5	\$917.00
Volunteers of America	13	\$7,530.00
WA Comprehensive Cancer Control Partnership	9	\$4,274.00
WA Dental Service Foundation	15	\$3,497.00
WA St Dept of Health/Varicella	20	\$5,470.00
WA St Orthopedic Assoc.	16	\$2,324.00
West Sound Wildlife Shelter	26	\$6,245.00
Women in Film	32	\$5,912.00
World Wildlife Fund	18	\$7,408.00
WSAB/Army Nat'l Guard	36	\$5,426.00
WSAB/Lake Chelan	1	\$10.00
WSAB/US Coast Guard	5	\$990.00
Youth Civic Engagement	16	\$6,601.00
Youth Reckless Driving	19	\$6,013.00
<b>TOTAL</b>	<b>1,145</b>	<b>\$368,850.00</b>